

Demand Treatment! Team

September 11, 2003

Next Meetings

11:30 A.M. September 11, Green Gateau – Informal visiting with Carol Girard

10:30 a.m. September 19 - CenterPointe

9:00 a.m. September 29 Iron Horse Park

Present were Craig Densberger, Jeff Walters, Karen Heusel, Mary Barry-Magsamen, Topher Hansen, Jerome Barry, Mike Losee, Carol Girard, Tim Perry, Teri Vosicky, Kate Speck

1. INTRODUCTIONS

Carol Girard of the National Demand Treatment! office was welcomed as a guest

Tim Perry Deputy Chief Probation Officer was welcomed back (with solemn vows by other Team members not to “misplace” him again).

Craig Densberger – Community Partner was welcomed as a new partner.

2. SBIR UPDATE

Dr. Robert Osborne, Psychiatrist with many years experience in substance abuse work has joined the Team for Screening, Brief Intervention, and Referral.

3. BOSTON TRIP

The team approved of Karen McCain – Intervention Nurse, Dr. Robert Osborne, Mike Losee of Snitily Carr and Otto Schultz to go to the Demand Treatment Institute! In Boston October 26-29

Carol shared a Quality Action Kit that helps you see the gaps in the treatment system.

4. PUBLICITY

Teri reported that we are continuing to develop the pieces for the press packet. We will have something more to show at the meeting on the 19th. We will make 50 press packets. Carol will supply us with 100 purple and white slicks that describe the national scope of Demand Treatment!

5. CAROL GIRARD ITINERARY

September 11

9:30-11:30 DT! Team planning launch event - CenterPointe

11:30 am – 1:00 p.m. Luncheon with team and guests - Green Gateau

3:00 - RWJF Grantees - Lincoln Action Program

September 12

8:30 - SBIR - Lancaster County Medical Society

10:30 – Criminal Justice & Prevention - The Mill

2:40 p.m. - Depart Lincoln

6. GUEST LIST

The invitation letter was approved with several comments.

Chris Peterson of Health and Human Services will be present. He will be specifically acknowledged as part of the agenda but not asked to speak. Chief Casady of LPD will be present and will be added to the agenda for a 3 minute talk.

We are waiting to hear from someone at Burlington Northern Santa Fe and from Bob Lanik at St. Elizabeth's. Mary will invite John Dittman from Cornhusker Bank.

We want to see a larger number of people – say 50 or so in order to represent different sectors of the community. A larger number adds to the excitement for the press and community. We want the validated people.

Otto will contact the EAP's. Jerome will check in with Lynn Wilson to see about him contacting other business leaders.

Otto will check with Tom Workman about inviting Dr. Griessen from UNL. He should be acknowledged also.

Local HHS folks Roxy Cilicyn and Ron Sorenson is another to invite. George Hanigan, Senators Jensen and Pedersen, Lincoln Senators. Dick Nelson - Dir of Regulation of Licensure

We need to know more about what we are asking people to do if they sign up. (Looks like a big item for the agenda on the 19th).

Call funders like Deb Schumacher, Pam Baker, Robin Mahoney , Human Service

7. MARKETING TOOLS

We reviewed the logo colors and narrowed choices down to 2 or 3 which Mike will get out to us soon as it's practical.

Snitily Carr will make a foam core logo to place on the podium

Everyone who is there will get a sticker to put on the banner to show their support of the project.

8. FACES AND STORIES

Several people have agreed and several have declined to be faces and stories.

Jay sent Otto guidelines for "How To Tell Your Story" that they used in some work with the legislature.

Do we want Faces and Stories people available for the press conference?

Otto will check with Ron Namuth about how they set people up to be Faces and Voices of Recovery.

9. EVENT AGENDA

No changes were made.

- I. Master of Ceremonies - Introductions
 1. Program -
 2. People – Acknowledge Chris Peterson, any senators, MD's, Business leaders, Govt officials, EAP's, Prevention, etc.
 3. Explain logo/program
- II. Carol Girard – national perspective
- III. Mayor Seng – local perspective

- IV. Mayor's Award
- V. Lynn Wilson – business perspective
- VI. Chief Casady -
- VII. Randy Harre – personal perspective
- VIII. Mary Costello – personal perspective
- IX. Conclusion – how to get involved

A simple agenda will be in the press packet.

10. NUTS AND BOLTS

Otto will contact Lincoln Station re: a podium, speaker system, some chairs for speakers, and tables for press packets, coffee & rolls. He will also ask Lincoln Station if we can step inside in case there is a downpour.